



UNIT 2 - FUELS

SECTION 4 - ACROSS THE CURRICULUM (ART, LANGUAGE ARTS)



CREATING AN ADVERTISEMENT

Background Information

Growing concern about the environment and our country's dependence on foreign oil has accelerated the development of new domestic sources of power for vehicles. Importing less oil and using more domestically produced alternative fuels will help to reduce the trade deficit, create jobs, and promote economic development.

Hundreds of thousands of vehicles powered by alternatives to conventional gasoline and diesel are on American roads, and more are joining them every day. Five such alternatives are propane, natural gas, ethanol, methanol, and electricity.

Advertising is the communication of information about goods, services, or ideas through various **media**, usually paid for by identified sponsors, to groups of people, usually to persuade a segment of the population to buy goods, use services, accept ideas, or otherwise change their behavior.

Advertising can be classified by:

Target audience	<i>e.g., consumers, business decision makers, males 18-34 years old</i>
Geographic area	<i>e.g., Amarillo, Texas, the Southwest, the United States or a specific neighborhood</i>
Medium	<i>e.g., newspaper, radio, television, billboard, direct mail</i>
Purpose	<i>e.g., generate sales, encourage action, increase awareness of a product</i>



Advertising involves:

What

The communication of information about goods, services or ideas...

How

in a non-personal way*, through various media **communication methods**, usually paid for by...

Who

identified sponsors, to groups of people...

Why

usually to persuade a segment of the population to buy goods, use services, accept ideas, or otherwise change their behavior.

◀ Figure 2-4-1
Advertising involves...

* "Non-personal" refers to communication through a method other than one-on-one contact (such as a personal appearance) or event (such as a speech or publicity stunt).

**CREATING AN ADVERTISEMENT
INVESTIGATION CONT.****Some of the functions
of advertising as a
marketing tool are:***To identify products and differentiate them from others**To communicate information about a
product, its features, and their **benefits****To persuade consumers to try a new
product, and to suggest re-use***Figure 2-4-2 Functions of advertising**

Most of the ads in the **mass media** (television, radio, newspapers, and magazines) are consumer advertisements. The manufacturer of the product or the dealer who sells the product may sponsor them. They are typically directed at consumers, people who will buy the product for their own or someone else's personal use. In this assignment you will pretend to be a member of an advertising firm that is trying to land an account with a large energy company. The company wants to develop **campaigns** that promote alternative fuels to consumers in five areas around the country, and has asked your firm and another firm to submit "**strategies** and **concepts**."* Your firm's strategist has decided the campaign in each area should be for a different fuel, depending on its suitability for the area.

Your advertising firm has split up into six teams. Each team's job is to develop a new advertising campaign that promotes and informs the public about the **benefits** of one fuel: electricity, ethanol, methanol, natural gas, fuel cells, or propane. The energy company will review these ads and those submitted by other advertising firms to decide which firm to hire.

Your strategist has decided to use **print media** for the campaigns. The client will be asked to buy a full-page magazine advertisement.

You have creative freedom to craft your advertisement, but you need to cover at least one benefit of your assigned fuel in each of the following categories:

- Environmental benefits (such as lower emissions)
- Economic benefits (such as less vehicle maintenance)
- Safety and health aspects for consumers (such as toughness of fuel tanks)

Remember, your claims must be supported with facts. Shady or false claims could backfire for your potential client – and lose you the account.

**Strategies are the "how" of the campaign. For example, a strategy might be to portray the product as being readily available for refueling and to have, as a target audience, women over 55. "Concepts" are the "what" of the campaign. One concept might have a famous woman spokesperson telling the target audience (women over 55) that a fuel is readily available, so they won't get stuck somewhere with an empty tank.*

CREATING AN ADVERTISEMENT INVESTIGATION CONT.

Materials

appendices pg. 414-419, "Facts on Alternatives"
construction paper
poster board
markers
tape

notebook paper
glue
scissors
paper
paint

Procedure

1. Bring three examples of energy advertising to class with you.
2. Using your own notebook paper, identify the what, how, who, and why of each.
3. Next, identify the target audience, geographic area, medium, and purpose of the examples on the same piece of paper.
4. Attach your paper to the advertisements.
5. Plan and prepare your advertisement based on the scenario in the background information. You will be presenting (pitching) your idea to the class in a formal three-to-seven minute presentation. If you have any other questions or need additional support, ask your CEO (teacher).

Creating an Advertisement Resource List

<http://library.thinkquest.org/50084/index.shtml>

ThinkQuest, Inc.

User-created online resources on scientific, social science and humanities subjects. "Only a Matter of Opinion?" introduces students to the techniques of editorial writing and editorial cartoons; includes models and lesson ideas.

www.chron.com/content/chronicle/editorial/index.html

Houston Chronicle

Daily online publication of the newspaper's editorials and editorial cartoons.

www.webenglishteacher.com

Online resource for lesson plans, activities, puzzles, videos, images, and databases related to writing assignments.

**CREATING AN ADVERTISEMENT
INVESTIGATION CONT.**

www.edithroman.com/static/literature/ERA103.html

Edith Roman Associates, Pearl River, New York

"How To Prepare for a Copywriting Assignment"—a primer on advertising copywriting techniques.

www.epa.gov/otaq/06-clean.htm

Office of Transportation and Air Quality, U.S. Environmental Protection Agency

"Clean Fuels: An Overview" compares the advantages and disadvantages of individual alternative fuels.